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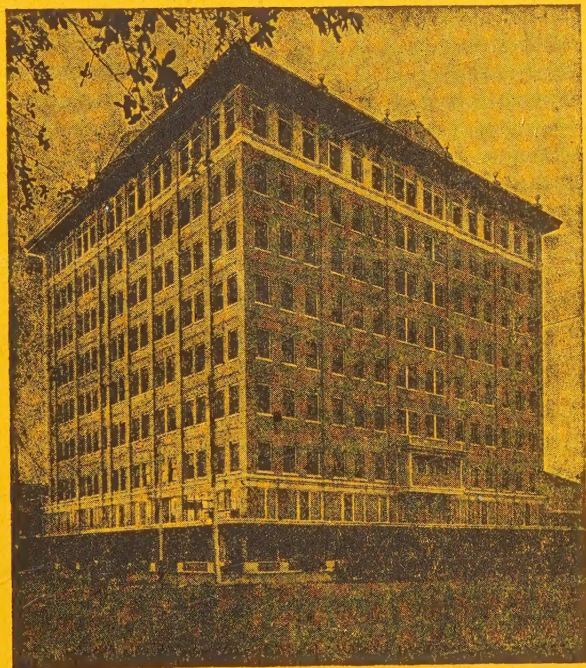
The FLORIDA OPTOMETRIST

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VOLUME 4

MAY - JUNE, 1947

NUMBER 3



SUWANNEE HOTEL
CONVENTION HEADQUARTERS

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45th Annual Convention
Florida Optometric Association
St. Petersburg, Fla. June, 15, 16, 17, 1947



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The Florida Optometrist



Official publication of the Florida Optometric Association. Published bi-monthly at St. Petersburg, Florida.



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THE FLORIDA OPTOMETRIST
EDITOR DR. R. H. PEMBLE

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Dr. Tom Moore, Tallahassee
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The Florida Optometrist is published with the view of advancing the welfare of Optometry in Florida. The editors will appreciate your comment and suggestions. Manuscripts and correspondence should be addressed to the editor, Dr. R. Hilton Pemble, 408 Hall Building, St. Petersburg, Florida.

Editorial

TO THE GRADUATE A MESSAGE FROM PRESIDENT COPELAND

The eyes of the public are focused on Optometry now as never before. Through various means of ethical and professional publicity, the public is being made conscious of the fact that Optometrists compose the only group specifically educated and trained for the examination of the human eyes and the correction and care of visual defects.

Through the years Optometry has gained an enviable position among the truly great professions. This has been made possible by the men who consider their occupation a profession and not a commercial enterprise.

The professional Optometrist commands the respect of the people in his community and his services are in demand. The commercial Op-

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tometrist is considered a "specs peddler" and is treated as such.

Upon completion of your education you have but one of two roads to choose. The first is the road that leads to an ethical and professional practice. This is usually the most difficult road, full of curves and barriers, but at the end of this road is a super highway that leads to success and respect. The second road is sometimes the easiest road to follow but it leads to

(Continued on Page 4)

St. Petersburg, The Convention City



Sun Bathers

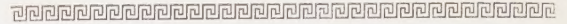
The City of St. Petersburg has long been known as ideal for conventions. Few communities have equal facilities and years of experience in handling conventions enables this city to provide just the facilities needed.

The visitor to the Sunshine City will find plenty to interest and entertain, not only features provided by your local committee such as Golf Tournaments, receptions, parties, and banquets, but in visiting points of interest in and about the city as time permits.

One of the most beautiful floral gardens in the state is located almost in the heart of the city and within easy reach by bus or car. Turner's Sunken Gardens. The admission charge is modest and flower lovers will find a real thrill in store for them if they have an opportunity to visit this interesting and charming spot.

Another outstanding attraction is Earl Gresh's Wood Parade, this is but a short distance from the center of town and you will find it one of the most unique and amazing exhibits in the country. It is impossible to describe in words the wonderful wood pictures, all inlaid and made of a variety of wood gathered from the four corners of the world. There is no admission charge and if you can squeeze in a visit to this attraction you will be well repaid.

Visitors always enjoy a trip to the Municipal Pier where you will always find a crowd fishing, feeding the gulls and pelicans or just



A MESSAGE FROM YOUR CHAIRMAN

St. Petersburg is getting ready for you. We, of the Convention Committee, are working and planning for your comfort and entertainment. Hoping to give you features for your convention that will prove instructive and entertaining.

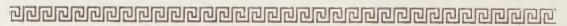
Two of the subjects for lectures that are in the arranging stages, are contact lenses and occupational vision. Both of these subjects are timely, and should prove of intense interest to every Optometrist.

Entertainment packed into every spare moment. Golf tournament, reception, parties, and banquets. Teas and bridge parties for the ladies. Be sure and bring the ladies.

Don't forget the business sessions. There are liable to be some interesting and lively discussions. So don't miss it. Then don't forget election of officers.

Don't forget the dates, June 15-16-17. Make your plans to be here. We will be looking for you.

A. H. HOLLOWAY,
Chairman



enjoying the delightful view of the bay.

Zoos are few and far between in Florida but you will find Thompson's Wild Animal Ranch worth a visit. Here in an attractive setting you will find a variety of birds and



Feeding Pelicans

THE FLORIDA OPTOMETRIST

animals that will both interest and entertain you. The children will especially enjoy a trip to the Wild Animal Ranch.

A drive through the inviting residential section of this great tourist city will prove enjoyable and while you are riding you will find it worthwhile to take a trip to the famed beaches of the West Coast, Pass-a-grille, St. Petersburg, Madeira and others are growing by leaps and bounds and attract thousands of visitors the year round.

Visitors are always welcome at the Chamber of Commerce where information about the city and its many points of interest is always available. Visitors and conventioners are always welcome in St. Petersburg and nowhere will you find a more friendly citizenry or be made to feel more at home.

A question frequently asked by tourists and visitors is how did the city get its name. In the case of St. Petersburg, the name hung on the flip of a coin. Many years ago a Russian



Municipal Airport

nobleman traveled the length and breadth of the state seeking the ideal location for a home. He was so entranced with the area now known as the Pinellas peninsula that he decided to locate here.

About the same time a northern capitalist located in the section and the two got together and decided to develop a real community. The capitalist who came from Detroit wanted to name the new settlement after his home city

but the Russian favored the name of the city of his birth then St. Petersburg, Russia. It was decided to toss a coin and the winner would have the privilege of naming the town. The Russian won and so Florida's new community on the shore of Tampa Bay became St. Petersburg. To the capitalist went the honor of naming the first hotel and of course he called it the Detroit, and the hotel now rebuilt and improved but still bears the name.

Lew Brown, publisher of the St. Petersburg Independent, noted that out of the 365 days in the year it was seldom that the sun failed to shine for at least an hour or so. He termed St. Petersburg the "Sunshine City" and began to publicize it as such, even going so far as to give his paper away free any day that the sun failed to shine before press time.

The nationwide publicity that followed his announcement brought St. Petersburg to the attention of the country as a delightful place to live. This publicity was worth millions of dollars to the community and while occasionally Brown found it necessary to give his paper away, his unique practice impressed upon folks the fact that the sun did shine on this favored community almost every day. And that is how this city became St. Petersburg—The Sunshine City.



Aerial View of the Gulf Beaches

Official Convention Program

Saturday, June 14th:

8:00 P.M. Early arrival reception at Suwannee Hotel.

Sunday, June 15th:

8:30 A.M. Golf tournament. Competition for Vance Trophy.

9:00 A.M. Registration.

2:00 P.M. Opening of convention at Suwannee Convention Hall:
Invocation
Address of welcome
Adoption of program
Appoinment of committees
Business sessions.

4:30 P.M. Lecture by Dr. J. C. DuBose,
"The Missing Link."

7:30 P.M. Buffet Supper and Entertainment at the Lakewood Country Club.

Monday, June 16th:

9:00 A.M. Bussiness session.

10:30 A.M. Lecture by Robert D. Keller on
"Occupational Vision."

12:00 A.M. Lunch as you please.

1:30 P.M. Lecture by Robert D. Keller on
"Occupational Vision."

3:00 P.M. Lecture by Dr. S. Allen Gardner on
"Contact Lenses."

4:30 P.M. Business session:
Report of committees
Report of nominating committee
Election of officers.

7:30 P.M. Annual Banquet at Suwannee Hotel:
Installation of officers
Entertainment and dancing.

Tuesday, June 17th:

9:00 A.M. Business session

10:30 A.M. Lecture by Robert D. Keller on
"Selecting the Proper Bifocal."

12:00 A.M. Final business.

Monday, June 16th:

Ladies Auxiliary Business Meeting.
Ladies Luncheon and bridge party.

EDITORIAL

(Continued from Page 1)

the title of "Specs peddler."

You, the graduate, must decide the road you are to take. If you have the will power and stamina to withstand the curves and barriers of the first road you will be rewarded with success in your professional practice and you will make a distinct contribution to the health and welfare of your community. If you choose the second road, you will be branded as a "specs peddler" or "glasses merchant" and lose the respect of your fellow Optometrists as well as your fellow man.

The choice of roads is yours. Give it much consideration and choose wisely.

GEORGE A. COPELAND, O. D.
President
Florida Optometric Association

KEENE HEADS ORLANDO LIONS

Dr. John Keene, optometrist, was recently elected president of the Orlando Lions Club for the ensuing year.

A camera with a built in light source consisting of a quartz vapor tube giving a flash of light more brilliant than sunlight, but lasting only 1/25,000th of a second, has been developed by the U. S. Army.

Florida Club Of I. C. N. O.



MEMBERS OF THE FLORIDA CLUB INCLUDED IN THIS PICTURE

N. A. Fox, W. W. VanDell, O. C. Clark, Frank A. Broome, Judd Chapman, C. C. Hammock, Leonard Deutsch, Julia Sutton, Okle Miller, George Winton, H. Wittner, Paul Johnson, Bill Flynn, Al. Rodriquez, Don Cochran, Wm. Murrell, Les Gordon, L. J. Sutton, Larry Lerdall, Alvin Frey, Jack Hargrove, Sanford Ziff, Leonard Magolis, Ralph Mead.

The Florida Students of N. I. C. O. got together in March and organized a Florida Club. The threefold purpose of the club is the promotion of friendship and understanding between the students who plan to practice in Florida, keeping its membership informed of the Florida Optometric bodies and any legislative changes as may be made in such laws, and the familiarization of its members with their moral and professional responsibility as optometrists.

The officers of the club, which were re-instated for another semester, are Frank Broome, Jacksonville, President; Leonard Deutsch, Miami Beach, Vice-President; Julia M. Sutton, West Palm Beach, Secretary-Reporter; Judd Chapman, Tallahassee, Corresponding Secretary; Harvey Wittner, Tampa,

Treasurer; Al Rodriquez, Tampa, Sergeant of Arms.

Meetings are held the second Friday of every month. At the last two meetings the permanent committees were appointed and tentative plans were made for educational movies and a speaker in the early part of the next semester. The next meeting will be a welcome party in the form of a picnic for the new students from Florida that are starting in the new semester.

The Florida Club would like to extend an open invitation to Florida optometrists to stop off at N. I. C. O. any time that you may be in Chicago, and representatives of the club will conduct you on a tour of our college. Please contact any of the officers by letter at the

(Continued on Page 7)

OPTOMETRY AND THE VETERAN

By JOHN D. CRUIKSHANK, O. D.

EDITOR'S NOTE

I have known Dr. John Cruikshank and several members of his family for several years. He attended Temple University for several years before going into the service. I am sure he will be a credit to the profession of Optometry in Florida.

As one of the large group of veterans now entering the profession of optometry, I have been asked to answer in this article, from my own impressions, some of the questions which are being asked by thinking members of the profession in trying to evaluate the net effect of this influx of new optometrists upon the future of optometry.

Some questions which are often asked in regard to the veterans who are studying optometry under the G.I. Bill and under the rehabilitation program are: "Why did they choose to study optometry?" "Are the interested in optometry as a profession or do they just have the idea that it is a good racket?" "How many of these men are 'just going along for the ride' because it is easier to attend school than to work?" "Are the veterans as a group as ethically minded as the non-veterans?" "Won't the five thousand students, mostly veterans, who are now enrolled in optometry schools ruin the profession by overcrowding it?"

A majority of the veterans studying optometry, that I have talked with, have chosen it because they have relatives or friends in the profession, and became interested in it through them. A smaller group of men became acquainted with optometry by being associated with optometrists in the service. A smaller, but still sizeable group, were advised to consider optometry as a profession by vocational guidance advisors in the Veterans Administration after aptitude tests had shown that they might qualify for this type of work according to their background and inclinations.

Inevitably there are a few who enter the study of optometry because they think it is a "good racket." As nearly as I was able to judge, the percentage entering with this attitude was smaller among the veterans than among the non-veterans.

Because of the professional atmosphere in

the schools and the indoctrination and ethics courses, even the few who enter with this attitude usually come around to the professional viewpoint before they finish the course.

As for any veteran taking a course in optometry just to get his subsistence from the government, the idea is grimly humorous to anyone who has had any recent experience with an optometry course in a Grade A school. The present curriculum in optometry is a rigorous ordeal, to say the least, and is well designed to weed out rapidly any students who lack interest in the course and a good amount of determination. Most of the optometry schools have adopted a strict schedule of grade requirements similar to that used in the medical schools. According to this plan a student must make a certain point average or be dropped from the rolls.

Probably for the reason that they are a little older and a little more mature in their outlook, the veterans are, as nearly as I could judge, more ethically minded as a group than the non-veterans. They probably provide as good material for the profession as any student procurement program could have done.

After studying the figures on enrollments at the optometry schools during the past years, I am firmly convinced that, far from being a threatened catastrophe to the profession, the present enrollment of five thousand students made possible by the G. I. Bill is a godsend to optometry, a veritable transfusion which will keep optometry healthy for another generation, and give it the strength to fight the battles which confront it. No student procurement program, however perfectly managed, could have been as effective in securing needed new blood for the profession as the G. I. Bill.

Bearing in mind that about two thousand students who would normally have graduated in optometry during the war years, did not, and were therefore lost to the profession, and that due to the high average age of optometrists, several thousand will pass on or retire during the next few years—where then is the huge surplus of optometrists which is being talked of? From the long term point of view, providing the postwar flow of new optometrists is increasingly controlled by raised educational requirements, it will be seen that this surplus does not actually exist. Only sufficient new

(Continued on Page Nine)

Elaborate Plans For AOA Golden Jubilee Congress

Other Optometric Groups To Meet In Atlantic City.

During the period from June 21 to June 25, the Women's Auxiliary to the AOA, The International Association of Board of Examiners in Optometry and the Association of Schools and Colleges of Optometry will hold their annual meetings concurrently with that of the AOA. Programs of these groups are now being prepared and will be announced shortly.

Group Breakfasts And Luncheons Scheduled

The Women's Auxiliary Announces plans for two breakfasts scheduled for Monday, June 23, and Tuesday, June 24, and the annual president's luncheon scheduled for Tuesday, June 24.

An American Institute of Optometry Alumni Breakfast has been scheduled for Tuesday, June 24, at the request of Dr. Joseph I. Pascal, of New York City. American Institute Alumni are urged to advise Dr. Pascal if they plan to attend so that adequate arrangements can be made.

Beta Sigma Kappa will hold its annual luncheon meeting on Tuesday, June 24. The annual Congress luncheon of the Northern Illinois College of Optometry will be held on Monday, June 23. All registrants will receive tickets to this affair. On Wednesday, June 25, alumni of the Pennsylvania State College of Optometry will hold their annual Congress luncheon meeting.

Educational Program Summary

The most extensive educational program ever presented at a national meeting has been completed.

There will be three sessions and each session is divided into three periods, making a total of nine periods. During each period registrants will have a choice of five different educational presentations. A total of 45 individual lectures will be offered by 19 faculty members from Massachusetts School of Optometry, Columbia University, Pennsylvania State College of Optometry, Ohio State University, Southern College of Optometry, Northern Illinois College of Optometry and the University of Southern California. These schools are sending faculty

members to Atlantic City as a contribution to the meeting.

Committee Seeks Overflow Hotels

Dr. George L. Brown, General Chairman of the Congress Committee emphasizes that requests for room reservations should be sent only to the Hotel Chelsea. When accommodations there have been exhausted, unfilled requests for rooms will be referred to overflow hotels designated by the committee.

FLORIDA CLUB OF N. I. C. O.

(Continued from Page 5)

college or contact Mr. Judd Chapman by phoning Liv. 6966.

The college has organized a new newspaper, The NICO NEWS, and all of those Florida optometrists who are N.I.C.O. alumni and wish to be put on the mailing list, please notify Miss Julia M. Sutton, in care of the college.

The Florida Club promises to be one of the most active clubs at N.I.C.O. and will be happy to receive news of optometric activities in Florida.

Many Optometrists feel that visual training is an unfortunate stepchild to be supported by the practice, but nothing is further from the truth—it is a live, vibrant, necessary part of a successful practice which far more than pays its way, not only in happy satisfied patients, but in actual dollars and cents. It is true that many more Optometrists would do this important work in their offices if girls were available to help run the routines. Dr. Busy Optometrist of 1945 often thinks he "doesn't have time" to do training; but with industry, government and educators laying a demand for a new type of seeing such as can only be brought about through an intelligent visual training program, they, not we, have written the future of Optometry. As a profession, we must be able to deliver that type of seeing, but we need the help of trained girls, just as the physician requires his nurse.

All roads lead to St. Petersburg, June 15, 16, 17, 1947.

Patient Control

APPLIED PSYCHOLOGY FOR THE OPTOMETRIST

By HARRY E. PINE, D. O. S., F. D. S. F. O.
Past President Optometric Association

EDITOR'S NOTE

By special permission from Harry E. Pine, D. O. S., F. D. S. F. O., Past President of the American Optometric Association we are privileged to republish serially in the Florida Optometrist his "Applied Psychology for the Optometrist" published in booklet form in 1939 and copyrighted by The Professional Press, Inc. of Chicago.

In this issue we publish the "Foreward" and his "One Dozen Rules For Success" and commend this interesting series of articles to our readers with a feeling of confidence that you will find their reading pleasant and profitable.

The Editor.

FOREWORD

It may be assumed that every optometrist wishes to be successful. Different men may have different ideas about what constitutes the thing we call success. But, after all, the ultimate test of success, even in a profession, is the extent to which one "puts across" the skill and knowledge he possesses, and the value that the public places on his services—which, again after all, is principally measured by the economic gauge; that is to say, in plain language, by the size and income of his practice. In the last analysis, every optometrist wishes to have a financially successful practice, not only because it enables him to live well, and discount his bills, and enjoy a satisfying independence, but because it broadens his field of usefulness, gives him confidence and pride in his work, and certifies that himself, his profession, and the public mutually benefit by optometric service.

To this end, sheer scientific knowledge and skill are not sufficient. The professional man deals with people,—with human beings and human nature. He must understand people and human nature, and be able to approach and influence them. The ability to do so is just

as much, and as important, a part of his professional service as the technical ability to diagnose and treat their physical defects. Without it he cannot render them the full measure of service that his professional obligations demand, to say nothing of deriving the peculiar rewards to which he himself is entitled.

In a certain sense, no two persons are exactly alike, but in a much larger and deeper sense all persons are alike. They all have the same instincts, the same motives, and in this larger and deeper sense they all react alike to certain broad methods of approach, which almost amount to laws of behavior. Anyone with average intelligence can train himself to handle and influence people who will take the trouble to acquaint himself with these principles and methods, and trust himself to them, and practice them. Aside from scientific and technical skill, they are the key to successful practice.

In this little brochure the author sets forth the ways and methods of successfully handling the human side of optometric practice, in simple, work-a-day fashion, such as every practicing optometrist can follow if he will. They do not only represent his own personal experience (although they do that, too), but the experience of all men who have made a success of their profession. It is all very simple. There is no royal road to success. On the contrary, success implies merely an understanding of those common traits of human nature in which all, great and small, are just human beings, and banking on them, and playing on them.

If the author, by this elementary setting forth of simple human motives and reactions, shall help those who read to widen their usefulness, and increase their own well-deserved returns from that usefulness, he will be more than gratified. "The laborer is worthy of his hire."

H. E. PINE, D.O.S.

Chicago, Ill.

ONE DOZEN RULES FOR SUCCESS

There are certain underlying rules, we might safely call them laws, which govern our success or failure in our dealings with our patients and those we hope to make our patients.

Each psychologist has his own phraseology but they all come to the conclusion that the closer we adhere to the following rules the

THE FLORIDA OPTOMETRIST

smoother sailing we will have:

- Rule 1. Be genuinely interested in other people.
2. Remember a man's name. If you forget it you wound his pride.
 3. Be a good listener. Encourage the other fellow to talk about himself.
 4. Talk in terms of the other man's interest.
 5. Make him feel important.
 6. Get the other fellow into the habit of saying "yes."
 7. Make him feel that your good idea was his.
 8. Be sympathetic with the other person's likes and dislikes.
 9. Always let the other fellow "save his face."
 10. Be encouraging. Make the thing you want done seem easy of accomplishment.

11. Dramatize your ideas.

If you have been successful in accomplishing these eleven objectives you will have already succeeded in the next, which is

12. Make the other fellow happy about doing the thing you suggest.

(Continued Next Issue)

OPTOMETRY AND THE VETERAN

(Continued from Page 6)

optometrists will have entered the field to keep the profession active and healthy and to give it the strength to achieve its legislative and professional objectives.

Of course, it would have been more desirable to spread these new entrants to the profession over a period of ten years to make assimilation more even and to make the period of adjustment less pronounced. But there should be no doubt that the net effect of the five thousand new optometrists will be that of strengthening the profession.



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optical glass than
the optical glass
used in making

Titmus  *Lenses*

Distinguished Desotan



DR. J. M. MORQUS

Dr. J. M. Morqus, President of the City Council, is a native Arcadian and was born there December 22, 1893. He received his education in the local schools, and graduated from the Northern Illinois School of Optometry in 1914.

Immediately after graduating, he returned to Arcadia and began to practice his chosen profession. Today, Dr. Morqus is listed among the most prominent optometrists of Florida. He has been a member of the Florida Optometry Association for 30 years, and has served as President and Vice President of the organization.

Dr. Morqus has served two terms as President of the State Board of Examiners in Optometry. He is now serving his second term as a member of the Board of Examiners.

He is a veteran of World War I, having entered the service on November 27, 1917, and was discharged in December, 1918. He is a charter member of "K" Post, American Legion and has served two terms as Post Commander, the first in 1932, and again in 1942.

City governmental affairs have also drawn the attention of Dr. Morqus, and he has served four terms as a member of the city council. At the present time, he is president of the board.

Dr. Morqus is an outstanding worker in church circles, being a member of Trinity Methodist church. He has been a member of

the Board of Stewards for the past twenty-two years.

He is President of the Rotary Club, a member of the Chamber of Commerce, Odd Fellows and the Masons, and is also Chairman of the DeSoto County District of Sunny Land Council Boy Scouts of America.

Dr. Morqus and Miss Neva Husband, of Melrose, Florida, were united in marriage on November 9, 1918. They have two daughters, Mrs. J. M. McLeod, Leesburg, and Mrs. W. L. Howard, Lanakai, Hawaii. They have two grandsons, Jim and John McLeod, Leesburg.

AO ANNOUNCES REVOLUTIONARY NEW STEREO INSTRUMENT

A new vision training instrument designed to aid professional men in the detection and correction of poor seeing habits caused by certain visual disabilities is announced by American Optical Company.

Named the AO-Renshaw Stereo Disparator, the instrument will be exhibited at Atlantic City during the AOA Golden Jubilee Congress.

Developed by Dr. Samuel Renshaw and American Optical scientists, the new instrument is basically a stereoscope, the familiar optical device which presents two plane pictures to the eyes in such a way that the brain fuses them into a single picture seen in three dimensions.

A revolutionary change in the design, however, allows the eyes during the training period to accommodate and converge simultaneously as they normally do for various seeing distances, or in other ways prescribed by the practitioner. This feature has never before been incorporated in conventional stereoscope.

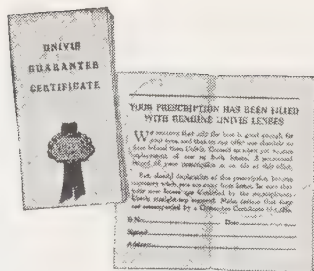
A large variety of stereoscopic pictures has also been prepared for use in the new AO-Renshaw Stereo Disparator which can be utilized in the detection and correction of impairments to single binocular vision caused by suppression of sight in either eye, poor depth perception or a faulty relationship between accommodation and convergence.

AO states the new instrument will be highly useful to professional men in developing in their patients the visual skills requisite for efficient, effortless seeing. It will also be an important adjunct to the instruments used in the correction of crossed eyes in children.

The voice of the weakling is seldom heard,
and less often headed, at the conference tables.

—General Wainwright.

What the Univis Guarantee Certificate means to you



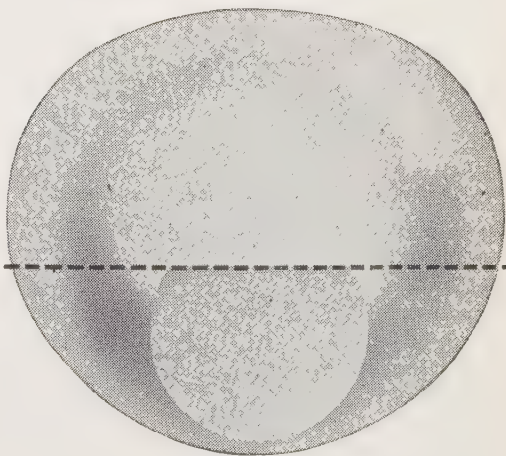
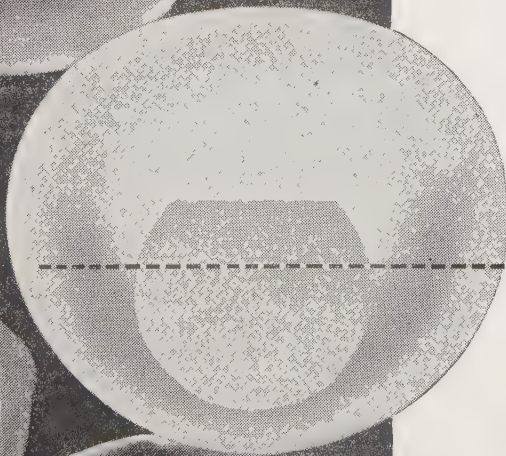
Genuine Univis Lenses are identified by the inconspicuous straight-top segment and are always accompanied by the Univis Guarantee Certificate.

This certificate distinguishes the authentic, quality-controlled product. It is your guarantee of the genuine. Always insist on certificates like these from the factory and from your supply laboratory.

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BIFOCALS and TRIFOCALS



USE **UNIVIS** ... THE COMPLETE MULTIFOCAL SERVICE

Plan To Assist New Licensees

By ERNEST H. KIEKENAPP, O. D.

The future of optometry is dependent upon the behavior and skill of optometrists. Public opinion is, and will continue to be molded by these two factors more than by any publicity, legislation, or other device that can be evolved, evolved.

You and I are responsible—all of us—not alone in our own personal behavior and attitude toward our profession, but also in our active participation in developing the future status of our profession.

If we want optometry to develop as a respected profession setting new and higher standards of benefit to mankind, we can do it without injury to others and without discrediting others.

Since no one who has ever practiced in a preferred ethical manner and in corresponding environment will ever sacrifice his self-respect and the public's esteem by descending to a commercial style of practice, then the key to the goal we desire lies in our behavior toward the new licensee.

Anyone who has persevered through college in an attempt to learn this profession and who displays the intelligence requisite to pass the State Board is deserving of the privilege of gaining his practical experience under the guidance of a successful professional practitioner.

Under no circumstances should it ever be necessary for a new licensee to trod the streets looking for such an opening in vain. Neither should he have to start his experience by sitting in an establishment of his own waiting for patients upon whom he may learn practical optometry by the expensive trial and error method. Nor should he be requested to apprentice himself in any office, no matter how suitable, without receiving pay. If he is a reasonable person the situation should never be allowed to arise wherein he finally feels that he had better "get his start" in a drugstore or other commercial setup.

It is within your power to correct this situation and help build the better way, but not by sitting back and letting someone else do it. You who have more than one refracting room can most easily participate in this program immediately. However, a small amount of thoughtful alteration will adapt many more of

your offices for the reception of an assistant optometrist. The cost of such changes will soon be repaid in increased volume of work the office can handle.

The minimum basis of compensation favored by the Department of Assistance to Graduates as being fair to both the optometrist in practice and to the new licensee is outlined below.

For the first two weeks the assistant optometrist will be expected to just record the findings as the doctor gives them out, observe the handling of patients and familiarize himself with the office routine, the equipment, the nature of the training cases on hand, the techniques being used, and perhaps take some field or blind spot charts in order to get his hand in. For this period a minimum basic pay of \$25 weekly should be paid.

After two weeks, if the set up is satisfactory to both parties the assistant optometrist should begin to take part of the training cases, some fields, visual skills, and possibly handle some of the refractions during the doctor's time out. For this the basic pay continues, to which is added sums for these other functions which he is now doing as follows:

Field Charts	\$1.00
Visual Skill Tests	1.00
Visual Training (per patient per period or one-half fees from patient).....	1.00
Thorough refraction and mounting selection	2.50
Delivery (adaptation)	1.00
Progress Report	1.00
Consultation	1.00

This process of enlarging the scope of the assistant optometrist's activities and gradually assigning him more responsibilities pertaining to the patient's visual problems should continue for the next six weeks, by which time a fairly well-rounded program should have been developed.

This department has no desire to imply any ceilings in the scale of pay but is intensely concerned that no arrangements be made for any payments lower than the minimums herein quoted:

	Per Week
Basic pay, first two months	\$25.00
Basic pay, next two to four months	30.00
Basic pay from then on	35.00

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PLAN TO ASSIST NEW LICENSEES

Continued from Page 12

(To which is added the fees indicated above, for each function the assistant optometrist performs)

After two months in the office, the assistant optometrist continues to record findings when free or in other ways to contribute to the efficiency of the office. By this time, however, his earning power should definitely be on the increase, according to his ability to improve and speed up parts of the work, and due to the power of the improved service to attract more patients. One notable example is the fact that when proficiency is acquired in controlling visual trainings, one may start taking on two or more cases simultaneously, thus increasing the returns for both the doctor and the assistant optometrist.

On such a basis any assistant optometrist could gain valuable experience and earn from \$50 to \$100 per week, and the employing optometrist certainly cannot lose. In those instances where the assistant optometrist specializes in industrial vision tests, or motor vehicle tests, he should be given 50 per cent of the fees collected for these services.

As has been stated, the primary motive of this plan is to **assist** the new licensee subsequent to successful passage of the State Board examination. It is not designed as a commercial venture to provide optometrists with another man to work for them.

DR. FRANK S. FINGER, OPTOMETRIST, OPENS OFFICE IN FT. PIERCE

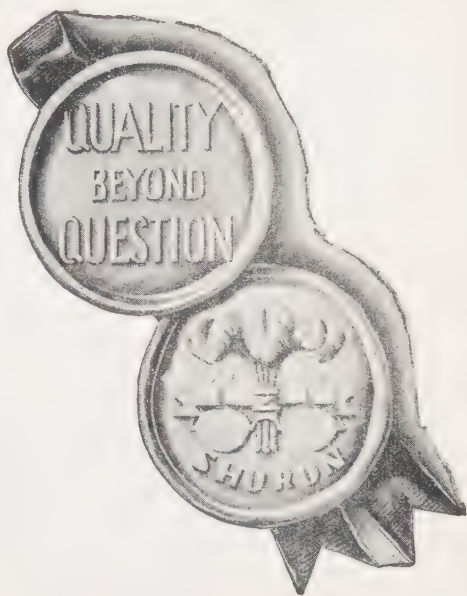
Dr. Frank S. Finger, optometrist, formerly of Coral Gables, is locating in Fort Pierce and opening an office in the northwest ground floor corner of the New Fort Pierce Hotel.

Dr. Finger was on duty in the eye clinic of the Biltmore Army Hospital (now Pratt General) at Coral Gables for three and a half years. He is a graduate of Southern College of Optometry, Memphis, Tenn., class of 1939, and afterwards was located in that city for a couple of years. Prior to attending that college, he had studied chemical engineering at Georgia Tech, where he was a member of Sigma Nu.

Since his separation from Military service he has been doing eye work for underprivileged children through the Lions Club of Coral Gables.

He is married and has a twenty-two months old son. His family will join him here as soon as he can find accommodations.

MAY-JUNE, 1947



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DEPARTMENT OF ETHICS AND ECONOMICS - DIVISION PROFESSIONAL STANDARDS



The Professional Office

These "Before" and "After" photographs show how Dr. J. R. Hubbard of Cleveland, Ohio, converted his "store-appearing front" into a professional "office". By using similar window drapes, many optometrists can easily follow Dr. Hubbard's example, yet avoid expensive, major construction changes.

Follow These 4 Simple Rules:

- A. Eliminate your 'display window'.
- B. Remove fitting table and displays from reception room.
- C. Remove outdoor sign, replace with dignified name plate.
- D. Render professional services on a fee basis, instead of "selling" eye glasses.

In every case where an optometrist has converted his "store" into an office his practice has increased.



Florida State Board

By DR. H. C. BUMPOUS

The next examination of the Florida State Board will be held at the Suwannee Hotel in St. Petersburg July 18th, 19th, 20th and 21st. More than twenty-five candidates for license have filed application and this will make this year's examination a record for all time in the number taking the examinations.

The following were successful in passing the examination held in Tampa last February. Herman H. Fennell and Zoraida Martinez Fennell of Tampa; S. Allen Gardner of Miami; Idella Booth Wooten of St. Petersburg; Agnes Sutton Austin; C. Glynn Capps, Plant City, Fla.

State Board applications and inquiries have been coming in at a fast rate during the past few months and our information is that there are now fifty-six Florida students in school at the Northern Illinois College of Optometry at Chicago and a proportionate number enrolled at other optometric schools and colleges.

The board is encouraging all new graduates

to associate themselves with an established optometrist as soon as they receive licenses. By this method the inexperienced optometrists can gain much valuable experience before opening their own offices and everyone will benefit from the arrangement. Those of you who have not already signified your intention of permitting a new graduate to become associated with you are urged to contact Dr. Marshall Wright of Miami or the board secretary.

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IMPRINTING ON CHECKS

Optometric Secretaries report they receive checks from many optometrists which are imprinted with "slogans," "pictures of eyeglasses," "pictures of an eye" and "other commercial symbols."

The correct imprint on an optometrist's personal or office check is just as important as correct and professional appearing stationery, cards, or other office printed material.

Please arrange to have your checks imprinted as above.

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